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### **Claim of Market Feasibility**

- Claim #1** Through the process of reusing the 3.78 liter and 2.95 liter liquid laundry containers by refilling via faucet valve a large soap manufacturer can save on virgin resin costs. This cost savings may reduce consumer prices as well.
- Claim #2** The volume of resin used for manufacturing these small containers would be reduced, assuming consumers are educated about saving their used containers for refill. the PE drums will also be reused many times because the manufacturer will refill them. The combination of refilling and reusing these container products will most likely save the manufacturer **CRV costs** and possibly county **landfill siting costs**.
- Claim #3** The process would reduce the cost of labeling for multiple containers. only the 30 gallon drums would need to be labeled. The company can inform the consumer to save their empty containers by stating in bold print; "Refillable Detergent Bottle." "Do Not Discard ."The company might want to add: "Return to Local Supermarket for a refill."
- Claim #4** The detergent corporation can reduce **end-use recycling** costs by making their plastic containers refillable.

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